

Sand Hollow State Park beckons summer water enthusiasts
Back Page: Summer wildflowers blanket Skyline Drive, Fishlake/ Manti-LaSal National Forests

JON M. HUNTSMAN, JR.
Governor

GARY R. HERBERT
Lieutenant Governor

Governor's Office Of Economic Development

JASON P. PERRY
Executive Director

Utah Office Of Tourism

LEIGH VON DER ESCH
Managing Director

TRACIE CAYFORD

MICHAEL DEEVER
Deputy Directors

DAVID M. WILLIAMS
Assistant Director

STACEY CLARK
Newsletter Editor

CHAD DAVIS
Newsletter Design

801-538-1900

800-200-1160

WWW.UTAH.TRAVEL

TRAVEL.UTAH.GOV

Board Of Tourism Development

KIM MCCLELLAND
Board Chairman

COLIN FRYER
Vice Chairman

BOB BONAR

STEVE BURR

PETER CORROON

HANS FUEGI

PAM HILTON

FRANK JONES

GEORGIANNA KNUDSEN

STEVE LINDBERG

JEFF ROBBINS

SHELLEICE STOKES

BOB SYRETT

We were very pleased with the turnout at the Utah Tourism Conference and thank not only Nan Anderson of the Utah Tourism Industry Coalition for her tireless efforts in making the conference such a success, but also the residents and businesses of Price and Carbon County for the warm welcome they extended to all those who visited during the three-day conference. Thanks also to Kathy Hanna-Smith for rolling out the red carpet!

On May 18, Governor Jon M. Huntsman, Jr. addressed over 250 tourism partners gathered on the campus of the College of Eastern Utah in Price for the closing luncheon of the annual Utah Tourism Conference. "What we're doing (here) is having everyone come together to talk about travel and tourism," said Governor Huntsman who called tourism one of his "first tier" issues.

KEY POINTS:

Restaurant Tax revenue = \$29.0 million, up 8.5%
Car Rental Tax revenue = \$11.2 million, up 12.9%
Transient Room Tax (TRT) revenue = \$24.4 million, up 16.9%
Municipal TRT revenue = \$14 million, up 20.5%
Resort Communities Tax revenue = \$10.8 million, up 10.0%

"The next three-to-five years will be about growth. We're in the hottest part of the nation."

He predicted more international visitors will come to Utah as the state steps up its efforts to market to key overseas countries, including the emerging markets of China and India. The governor will lead a trade mission to India this fall that will have a tourism component.

"Utah is the quintessential Western destination," he said. "We don't go anywhere without talking about travel and tourism." Other international target markets for Utah

Managing Director's Message

Leigh von der Esch

The Board traveled to Moab on May 30th for its monthly meetings, and all were excited to

Download Utah Tourism Conference Presentations:
travel.utah.gov/postconf.htm

see another beautiful Utah destination and meet with business owners from the southeastern part of the state! Blanding hosted a "Celebrate Vision" tour of their area culminating in a trip to Lake Powell; and

Bruce Fullmer hosted, at Bryce Canyon, the Grand Circle members from Arizona, New Mexico, Colorado, Nevada and Utah.

Be sure to listen to KSL Radio over the next several weeks as we reintroduce "Visit Utah First, Just a Tank Away," our radio campaign urging Utah residents to consider in-state activities and events for great value and memorable vacations this summer. Thanks for all you do!

Governor Huntsman Addresses UT Tourism Conference



Governor Huntsman reviews his Ten Point Plan for Economic Development

include Canada, Germany, Japan, Mexico and the United Kingdom.

From the time Governor Huntsman took office in 2005, the Tourism Marketing and Advertising budget has grown from \$900,000 to a performance-based marketing fund that will provide \$11 million in advertising monies in the next fiscal year, with \$2.2 million of that funding going to the Cooperative Marketing program.

Out-of-state visitor inquiries to the Utah Office of Tourism, Governor's Office of Economic Development are up dramatically since the Utah "Life Elevated" brand was launched in April 2006. The state's spring/summer advertising campaign launched in March should create almost 200 million impressions through television and print media. Seven weeks into the current campaign, the ads had generated a 294% increase in travel guide requests, a 372% increase in telephone calls and a 23% increase in inquiries to utah.com. In addition, utah.travel, a splash page created to assist in tracking ad effectiveness, has seen a 12,750% increase in unique visits.

The governor also highlighted sports tourism and Utah's growing film industry, which included the filming of 101 commercials and 23 films this past year. "Think about how we can make connections to film," he urged the group of tourism promoters.

"We have the most remarkable lands in all of the United States," said Huntsman. "I think we need to focus on our land and quality of life," said the governor who will participate in a regional effort to improve air quality.

"All I would ask is that we become known as a premiere destination," the governor concluded. "We're almost there."

Southeastern Utah Skies Host Red Bull Air Race



The Red Bull Air Race infused millions into the southeast Utah economy

On May 12, Monument Valley Navajo Tribal Park provided the backdrop for a dozen pilots racing small, high-performance planes through a slalom course as part of the 2007 Red Bull Air Race World Series competition. The Utah Sports Commission helped bring the international event to Monument Valley.

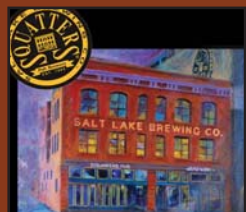
The Red Bull energy drink company launched its air race concept three years ago. The series, which includes races in 11 sites world wide, involves pilots battling the clock while maneuvering low-weight, nimble planes through "Air Gates", 65-foot-high inflatable pylons filled with compressed air. The tight turns of the course are negotiated at speeds approaching 250 mph. The customized planes generate 350 horsepower and put pilots through forces of up to 10 Gs.

"The impact to the local economy, based simply on the enormous

scale of this production, is in the millions," said Sports Commission President Jeff Robbins, noting that 500 Red Bull staff members spent two weeks in Utah in advance of the race, setting up the course. Journalists from some 70 countries attended the Monument Valley air show and the event will be broadcast in 80 countries this fall.

Governor Jon M. Huntsman, Jr. applauded the Sports Commission for helping bring the event and its economic impacts to the state. "Sports events, like the Red Bull Air Races, provide the perfect opportunity to showcase Utah on a global scale," Huntsman said. "Incorporating Monument Valley's stunning beauty into the event itself will most certainly inspire viewers from around the world to come experience their own adventure here in the state."

Squatters Offers Utah's First USDA Certified Organic Beer



Squatters is Utah's first brewpub, opening its doors in 1989

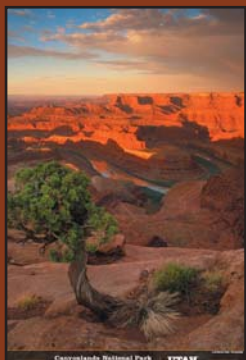
Squatters, one of Salt Lake City's original brewpubs is now serving "Squatters Organic Amber Ale" the state's first USDA certified organic beer. The transition from conventional processes to those required for organic certification can be costly according to brew master Jenny Talley, the creator of the new Organic Amber Ale. "However, the process of brewing beer requires such high levels of cleanliness and sanitation that very few changes had to be made in our brewing procedures to produce a certified organic product," Talley said.

"Organically produced products foster the cycling of resources, promote ecological balance, and conserve bio-diversity" according to Seth

Winterton of the Utah Department of Agriculture and Food's Marketing and Organic Program. "The rise in organic products nationwide is consumer-driven by conscious decisions to buy local and fresh" he added.

Salt Lake Brewing Co. operates three restaurants in Utah; Squatters Pub Brewery in downtown Salt Lake City, Squatters Airport Pub at the Salt Lake City International Airport and Squatters Roadhouse Grill in Park City. All three locations are currently serving the new Squatters Organic Amber Ale on tap. It will be available in bottles this summer. Squatters' bottled and draft beers are sold throughout Utah and parts of Idaho, Wyoming, Montana, Nevada and California.

"Life Elevated" Plays Well At Pow Wow



The Canyonlands NP scenic print is one of 15 new 24" x 36" posters released by the Utah Office of Tourism

The Utah Office of Tourism joined more than 5,000 delegates from 70 countries and across the United States for the 39th annual International Pow Wow in Anaheim, California, April 21 to 25, 2007. International Pow Wow, the Travel Industry Association's (TIA) premier international marketplace, is considered the most important event for the US tourism industry. TIA estimates that some \$35 billion in travel to the United States is booked at the show.

For information on advertising and editorial opportunities, visit:

www.smallworldpublications.com

www.eUSATRAVELGUIDE.com

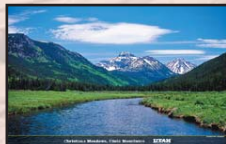
The UOT booth participants included Jo Sojourner, Wayne County Travel Council; Kay Conner, Kane County Office of Tourism; Steve DeLong, Cache Valley Travel Council; Leigh von der Esch, Tracie Cayford and Patti Denny, Utah Office of Tourism and Utah Office of Tourism's international representatives - Osamu Hoshino, Japan, Sebastian Stauder, Germany and Nigel McShine-Jones, United Kingdom.



Utah's Pow Wow 2007 delegation

Much discussion this year centered around TIA's new Discover America campaign designed to strengthen the nation's image abroad and encourage inbound travel. Key components of a TIA 'Blueprint' call for changes to the country's visa system and an effort to create a national marketing campaign. TIA also identified the importance of emerging international markets. An emphasis for this year's Pow Wow was to increase delegations from China, India and other emerging markets.

UOT Releases New Scenic Print Series



Set of 15 images showcase Utah's stunning landscapes

For the first time in 12 years, the Utah Office of Tourism has released a new scenic print series showcasing the beautiful and unique landscapes of Utah. This collection of fifteen different 24" x 36" posters is being made available to government, businesses and tourism partners at wholesale pricing as prints-only and as framed pieces. Framing options start at \$45.00 and offer a choice of frame colors in black, maple or chocolate.

For order information visit:
travel.utah.gov/posters.htm

or contact Chad Davis:
801-538-1422
chaddavis@utah.gov

L to R : chocolate frame/no mat, black frame w. mat,
maple frame w. mat, chocolate frame w. mat





On Sunday, April 29 first lady Laura Bush stood beneath the towering sandstone formations of Zion National Park to dedicate the Zion Nature Center, a facility built in 1934, recently renovated to host park functions and be the home of Zion's version of the National Park Service's Junior Ranger Program.

The first lady, who serves as chairwoman of the National Park Foundation, expressed satisfaction that the Zion Nature Center will now be open year-round and praised the Junior Ranger program as an excellent opportunity for children to learn about the ecology, wildlife and rich history of the country's national parks. Bush said Zion was one of the country's first national parks to offer the program.

U.S. Secretary of Interior Dirk Kempthorne also spoke

to a crowd of about 200 people gathered for the dedication. He too, praised the efforts to preserve the nature center and encouraged the public to support the president's National Park Centennial Initiative, designed to raise \$2 billion through government, private and individual contributions by the centennial of the National Park Service in 2016.

In addition, Kempthorne said the president has proposed increasing the operating budget for the national parks by a billion dollars by 2016. "Three billion dollars in the next decade will truly prepare us to celebrate (the parks) as a nation and launch them into a second century as grand as the first," he stated.

Following the dedication ceremony, Mrs. Bush stayed at Zion for nearly a week as part of a tradition she has of



First Lady Laura Bush dedicates the Zion Nature Center, flanked by Park Superintendent Jock Whitworth and Interior Secretary Dirk Kempthorne vacationing each year with some of her childhood friends in one of the country's national parks. "To visit national parks makes and fills happy memories," she said.

Excerpted from a Salt Lake Tribune article

Cleal Bradford And Beth Gurrister Join Utah's Tourism Hall Of Fame



Cleal Bradford

On Friday, May 18 – the final day of the Annual Utah Tourism Conference in Price – Cleal Bradford, executive director of the Four Corners Heritage Council and long-time Box Elder County tourism promoter Beth Gurrister were inducted

into Utah's Tourism Hall of Fame.

Through the San Juan Foundation, Bradford has worked on various scenic byways in the state including the Trail of the Ancients, a national scenic byway encompassing archaeological sites in Utah and Colorado. He has also been the executive director of numerous agencies in San Juan County, including the Utah Navajo Development Council, White Mesa Ute Council, Blue Mountain Diné, Inc., and Nations of the Native West.

Beth Gurrister served as president of the Golden Spike Empire and was a knowledgeable and enthusiastic 40-hour-a-week volunteer in Box Elder County tourism for 13 years. Gurrister has demonstrated a long-term commitment to her community and was the first woman to serve on



Beth Gurrister

the Brigham City Council. Currently, she chairs Brigham City's Cultural and Heritage Arts Council, which is assisting in the preservation of Academy Square and with other activities to promote the heritage of the area.

OUT AND ABOUT

6/9-16	UT, AZ, NM & CO Target Brussels & Amsterdam in Benelux Sales Mission
6/17-20	Rotary International Convention, Salt Lake City, UT
6/17-20	Travel & Tourism Research Assoc. (TTRA) Int'l Convention, Las Vegas, NV
6/25-30	British Press tour Top of Utah
7/20-7/27	German radio broadcasts from Temple Square & Mormon Heritage Highway
July TBA	Mexican tour operators inspect Utah's summer product
7/18-25	German tour operator experiences Utah's hidden secrets
8/5-18	Educational Seminar for Tourism Organizations (ESTO), Phoenix, AZ
8/21	Addison Show, Canadian Travel Trade Show – Vancouver
8/22	Addison Show, Canadian Travel Trade Show – Langley
8/23	Addison Show, Canadian Travel Trade Show – Victoria
9/5	Addison Show, Canadian Travel Trade Show – Edmonton
9/6	Addison Show, Canadian Travel Trade Show – Calgary
Sept. TBA	"Where America's Mountain West meets Desert Southwest" Benelux Press FAM
Sept. TBA	British Tour Operators Experience Utah's National Parks
9/14	JATA, Japanese Association of Travel Agents – Tokyo

9/24-28	UK Sales Mission
9/24	Addison Show, Canadian Travel Trade Show – Montreal
9/25	Addison Show, Canadian Travel Trade Show – Ottawa
9/26	Addison Show, Canadian Travel Trade Show – Toronto
9/26-28	Top Resa, Deauville & French Sales Calls
9/27	Addison Show, Canadian Travel Trade Show – London
10/4-6	Adventure Travel World Summit – Whistler
10/22-25	TIA Marketing Outlook Forum, Charlotte, NC
Oct TBA	UK Press Follows Butch Cassidy's Utah Trail
Oct TBA	German Press Tours Utah's Back Roads on a Harley
Oct TBA	ABAV Brazil & Sales Calls
11/1-4	CITM, Kunming – China
11/2-6	NTA, Kansas City
11/5-9	Japanese Sales Mission
11/12-15	World Travel Market, London
Dec. TBA	German Tour Operators Test the Snow for Product Development

Utah Represented at Sunset Magazine Celebration Weekend In California

Representatives of the Utah Office of Tourism promoted Utah travel at the *Sunset Magazine Celebration Weekend* in Menlo Park, California May 18 & 19. Mike Deaver and Clayton Scrivner

of UOT and Lois Bowden of the Davis Area Convention and Visitors Bureau answered travel inquiries, passed out Utah travel guides and other specialized materials and acquired leads at the

three day event. Hundreds of travel guides and highway maps were distributed to enthusiastic crowds at the event held at the headquarters of *Sunset Magazine*.



UTAH

LIFE ELEVATED

UTAH OFFICE OF TOURISM

Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114

RETURN SERVICE REQUESTED

PRSRT STANDARD

U.S. POSTAGE

PAID

SALT LAKE CITY, UT

PERMIT NO. 4621

www.utah.travel

What's News

The newest issue of *Scenic Route*, a magazine targeting RV and off-highway vehicle enthusiasts, highlights Sanpete County's Arapeen Trail. A colorful article acknowledges central Utah's growing reputation as a destination for ATVs and OHVs and calls the region, "a perfect fit for RVers and their toy haulers." Inviting photos join excellent information on access points to over 350 miles of trails, as well as attractions and accommodations along the way to provide a backcountry portrait that will certainly catch readers' attention and inspire them to pursue Sanpete County adventures of their own.

Carbon County held the grand opening of the \$4 million, 640-acre **North Springs Shooting Range and Recreation Area** on Saturday, May 19 with Congressman Jim Matheson firing the first ceremonial shot. The facility including a club house, archery and shooting ranges, camping, biking trails and incredible vistas, is expected to be a drawing point for regional and national shooting competitions.

The **Cache County Council** "bought the farm" – or at least helped provide the money to do so – when they voted on May 22 to provide \$100,000 toward the purchase a 97.5-acre

parcel of farmland and wetlands adjacent to the **American West Heritage Center** in Wellsville. The nonprofit heritage center and historical farm has been attempting for nearly a decade to acquire this property which will preserve surrounding open space and vistas. It also provides river access for water recreation and areas to develop hiking and handcart trails for visitor use. In addition to the County Council's commitment, the heritage center is currently joined in their efforts to purchase the property, valued at \$1.2 million, by Utah's Trust for Public Lands and a private donor who each agreed to donate \$100,000, pending the County Council's involvement.

Also in Cache County, citizens and dignitaries including Governor Jon M. Huntsman, Jr. gathered on June 1 to celebrate the **Cache County sesquicentennial**. Festivities ranging from Native American dancers and a variety of musical entertainment to quilts and other art work on display took place at the Historic County Courthouse. The renovated building, which houses the Cache County Visitors Bureau, was constructed in the early 1800s and is one of only a few 19th century courthouses in Utah still used for government offices.

Advertising & Marketing Contest Winners

Congratulations to the winners of the Second Annual Tourism Advertising and Marketing competition. Winners were selected by a panel of tourism industry marketing professionals and announced at the tourism conference in Price:

Best of Show: Deer Valley Lodging, *Chateaux at Silver Lake Brochure*
Brochures < \$250K: Top of Utah

Brochures > \$250K: Deer Valley Lodging

Billboards > \$250K: Solitude Ski Resort

CD/DVD < \$250K: San Juan County

CD/DVD > \$250K: Cache Valley Visitors Bureau

Direct Mail > \$250K: Park City Performing Arts

E-mail Promotion > \$250K: Salt Lake CVB

Logo < \$250K: Box Elder County Tourism

Logo > \$250K: Ski Utah

Newsletter > \$250K: Ski Utah

Print Ad < \$250K: Box Elder County Tourism

Print Ad > \$250K: Deer Valley Resort

Specialty Item < \$250K: Ballet West, Calendars

Specialty Item > \$250K: Park City Performing Arts, Coasters

TV Ad < \$250K: Ballet West

TV Ad > \$250K: Utah Shakespearean Festival

Tradeshow Booth < \$250K: Wayne County Travel Council

Visitor Guide < \$250K: Canyonlands by Night

Visitor Guide > \$250K: Thanksgiving Point Institute & Salt Lake CVB

Website < \$250K: Zion Mountain Resort

Website > \$250K: Ski Utah

Radio/PSA Ad < \$250K: San Juan County

Radio/PSA Ad > \$250K: Utah's Hogle Zoo